



The
HARVARD
ALUMNI CARD



CASE STUDY



**WEBSITE
DEVELOPMENT**



HARVARD ALUMNI CARD



The Harvard University Employees Credit Union and the Harvard Alumni Association launched a new joint credit card venture: The Harvard Alumni Credit Card. Created exclusively for the Harvard community, the card gives graduates the chance to support their alma mater while simultaneously enjoying all the benefits of a premium travel rewards card. The unique selling point of this card is that only Harvard Alumni are eligible to apply. As all of the 400,000 known prospects were graduates of one of the most elite institutions in the US, at inSegment we knew that a traditional web presence would not be enough to capture the attention of the target audience. We needed to put on our thinking caps and come up with something innovative.

Goal

Several months before the program launch, inSegment took on all digital branding and promotion for the Harvard Alumni Credit Card. Our aim was to create a website that would represent the brand in an innovative and sophisticated way. We wanted to incite alumni to show their pride and support for the Harvard community, and simultaneously illustrate the exclusive benefits they would enjoy once they applied for the card. Making sure that the end product captures the spirit of the United States' oldest institution of higher education was a major concern for our designers and developers.

Responsive design

Because Harvard Alumni Card's excellent rewards program puts it in direct competition with leading credit cards, inSegment needed to create a website that stands out and grabs visitors' attention, regardless of what device they are using. We therefore decided to create a fully responsive website, which now serves as a digital brochure and a product showcase. The main benefit of the responsive design is the optimal viewing experience it provides across a wide range of devices, from smartphones to desktops and HD screens.

Mobile devices

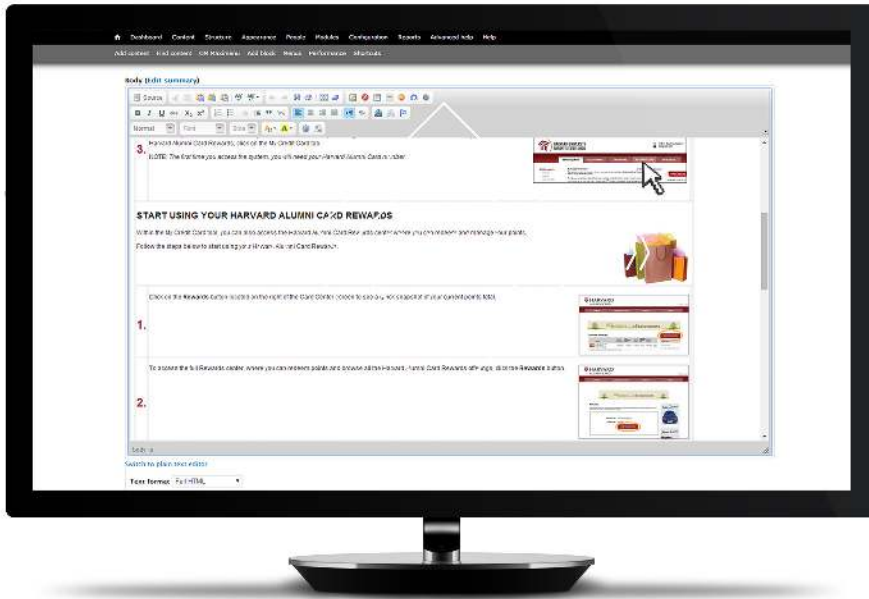
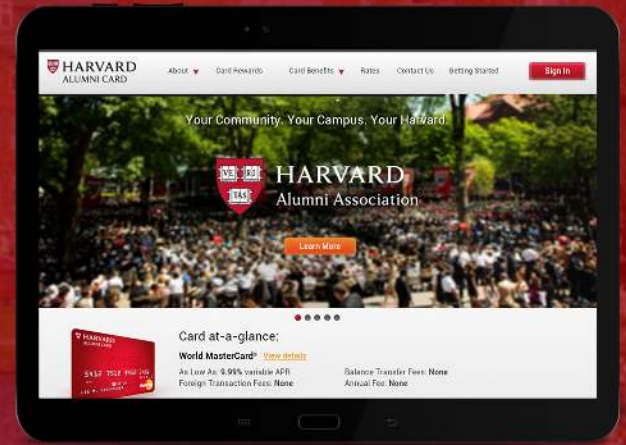
Since over 50 percent of American adults now own a smartphone*, we made it a priority to ensure that the website works flawlessly on mobile devices. Users can access harvardcard.com with a minimum of resizing, panning, and scrolling. Website elements such as content blocks, font size, and image placement all automatically adjust to best fit the dimensions of the screen.



SIMPLE *and* **CLEAN**

Tablets

From the outset of this project, when the tablet and e-reader markets were still developing, we made it a top priority to craft a site that works seamlessly on these larger devices. Today, over 40 percent of American adults own a tablet*; and the numbers are still growing. Responsive web design has become the norm in the development world, and not just for mobile devices. Websites are now required to accommodate all of the different resolutions that tablets can have.



Execution

The Harvard Alumni Card website was created using the highly extensible and customizable Drupal Platform. We opted for Drupal because it is the most powerful Content Management System (CMS) currently available. This open-source CMS enabled our team to implement the code and functions necessary to create a fully responsive website.

[Visit Website](#)

Drupal is more technically advanced than WordPress or Joomla, but, at inSegment, we are naturally inclined to make the backend as simple to use as possible. Despite the complicated nature of the site's code, we were able to build out the CMS in such a way that the client can easily edit the content of the website at his or her convenience.

Website performance was also a priority during the development process. How fast the page elements load has a tremendous impact on everything from the site's search rankings to how many people abandon the credit card application process. Our developers and testers worked closely to ensure that every page of the website loads quickly. Over the first 8 months after launch, monthly traffic increased by 200 percent.

Designing the Harvard Card website was a challenge the inSegment team took on with excitement. We wanted to provide visitors with a dynamic and uniform browsing experience regardless of screen resolution. If you wish to find out more about our work, feel free to browse our [portfolio](#).

*Source: Pew Research Center - <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

Email Marketing Campaigns


Beginning in 2012, inSegment launched a set of effective quarterly email campaigns to market the Harvard Alumni Card to over 180,000 graduates and students. The summer 2014 campaign was highly successful, with a staggering 25.0% of recipients opening the emails.

This is much greater than the industry standard 15.0% open-rate. As a result, visits to the Harvard Alumni Card website increased by 12.0% and bounce rate dropped by 10.0%. The Harvard Alumni Card website also saw a 13.0% boost in new visits. The inSegment team is still hard at work developing effective and successful email marketing campaigns for the Harvard Alumni Card and we are expecting even better results in upcoming quarters.

Email Templates

The Harvard Alumni Card

Exceptional Rewards for Exceptional Alumni



The HARVARD ALUMNI CARD

[Apply Now](#)

Dear *|FNAME|*,


Whether you're in the Square or across the world, using the Harvard Alumni World MasterCard® is more than just a symbol of support for the Harvard community.

It is a powerful financial tool featuring best-in-class rewards and cardmember benefits, such as **no annual fees** and **no foreign transaction fees**. You will also be proud to know that every time you use your card, you're helping support financial aid programs – a benefit exclusive to the Harvard Alumni card.


To help you get started earning your Harvard Alumni Card Rewards, we'll **double your points** when you spend \$2500 within the first 90 days of receiving your card.

Rewards Include:


Unrestricted Travel



Premium Merchandise




Cash Back




Exclusive Harvard Rewards:


The Harvard Chair



Harvard COOP Giftcards




Support for Financial Aid



[Learn More](#)

[Apply for The Harvard Alumni Card](#)

The Harvard Alumni Card



- Low rates
- No Annual Fees
- No Foreign Transaction Fees

[Apply Now](#)

The HARVARD ALUMNI CARD





Dear <<First Name>>,

Rates as low as 9.99% APR*

Take advantage of best-in-class rates with the Harvard Alumni World MasterCard®. Plus, you'll save even more with no annual fees, no foreign transaction fees, and no balance transfer fees.

To help you get started earning your Harvard Alumni Card Rewards, we'll **double your points** when you spend \$2500 within the first 90 days of receiving your card.


| | |
|------------------------------|-----------------|
| Annual Percentage Rate (APR) | As low as 9.99% |
| Annual Fees | None |
| Balance Transfer Fees | None |
| Cash Advance Fees | None |
| Foreign Transaction Fees | None |


[Learn More](#)

[Apply for The Harvard Alumni Card](#)

* Annual Percentage Rate (APR) will range from 9.99% to 17.99% based on your creditworthiness when you open your account. After that, your rate will vary with the market based on Prime Rate plus a margin.




The Harvard Alumni Card is offered by the Harvard Alumni Association in partnership with the Harvard University Employees Credit Union.



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The Harvard Alumni Card



The HARVARD ALUMNI CARD

- Low rates
- No Blackout Dates
- No Foreign Transaction Fees

[Apply Now](#)





Dear *|FNAME|*,

Rates as low as 9.99% APR*

Take advantage of best-in-class rates with the Harvard Alumni World MasterCard®. Plus, you'll save even more with no annual fees, no foreign transaction fees, and no balance transfer fees.

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[Learn More](#)


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HARVARD Alumni Association

The Harvard Alumni Card is offered by the Harvard Alumni Association in partnership with the Harvard University Employees Credit Union.



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